

Education and Workforce Development Cabinet
Library summer reading
participants have a chance to win
\$1,000 toward college

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Dive into Saving for College Sweepstakes launches June 1, 2010

FRANKFORT, Ky. – Encouraging a child to read this summer could lead to \$1,000 toward his or her college savings. The Kentucky Education Savings Plan Trust (KESPT) in partnership with the Kentucky Department for Libraries and Archives (KDLA) announced the launch of the Dive into Saving for College Sweepstakes as part of the 2010 Summer Reading Program at libraries across Kentucky.

The Dive into Saving for College Sweepstakes, which runs through Aug. 13, will award 16 \$1,000 prizes to a parent of a child (14 years or younger) participating in the summer reading program and who entered the Dive into Saving for College Sweepstakes. In addition, each individual winner's local library will receive \$500 toward future reading programs. Parents can enter to win by simply filling out an entry form at their local library when their children sign up for the Summer Reading Program at a participating Kentucky library.

"Our Summer Reading Programs have over 100,000 children participating statewide every summer. The Dive into Saving for College Sweepstakes component not only provides great incentives for families but increases awareness of the importance of reading throughout the summer and saving for college early with KESPT," said Wayne Onkst, state librarian and commissioner of KDLA. "And the \$500 for the winners' local libraries will assist in improving future reading programs."

KESPT is the Commonwealth's official Section 529 College Savings Plan which helps parents, grandparents, family and friends save for a loved one's future college education expenses. KESPT is administered by KHEAA and managed by TIAA-CREF Tuition Financing, Inc., a leader in managing Section 529 plans.

For more information on KESPT or the Dive into Saving for College Sweepstakes, please visit www.kysaves.com/library or call toll-free at 1-877-598-7878.

KDLA provides equitable access to quality library and information resources and services, as well as helps public agencies ensure that legislatively mandated documentation of government programs is created, efficiently maintained and made accessible. For more information on KDLA resources, programs and services visit www.kdla.ky.gov or call 502-564-8300 ext. 315.

The Dive into Saving for College Sweepstakes runs June 1, 2010 – August 13, 2010. No purchase necessary. Void where prohibited. Entries must be postmarked by August 13, 2010 and received by August 20, 2010. Visit www.kysaves.com/library for official rules and prize details. Sponsored by the Kentucky Education Savings Plan Trust (KESPT.)

Consider the investment objectives, risks, charges and expenses before investing in the Kentucky Education Savings Plan Trust (KESPT.) Please visit www.kysaves.com for a Disclosure Booklet. Account value will fluctuate based upon a number of factors, including general market conditions.

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